

ABSTRACT

Title: Management of sport's event Prague's barrel 2011

Objectives: A descriptive analysis of international football tournament Prague's barell, presentation of strengths and weaknesses owing to my experiences and create suggestion for improvement.

Methods: Descriptive analysis, SWOT analysis, interview.

Results: The work will show a view to organization structure and concise directions how a similar event is organized. It finds mistakes in organization and creates a conclusion and recommendation for an organizers.

Keywords: Sports management, sport event organization, descriptive analysis, SWOT analysis, interview, sponsorship.